

Appln. No. 10/826,722
Amendment dated March 10, 2009
Reply to Office Action mailed December 11, 2008

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MAR 10 2009

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims (deleted text being struck through and added text being underlined):

1. (Currently Amended) A method for generating a profile distinction in a computerized transaction system, the profile distinction being associated with a transaction between a user and a merchant, the method comprising:

determining, by the computerized transaction system, if the computerized transaction is associated with the user or if the computerized transaction is associated with the user on behalf of a third party;

aggregating, by the computerized transaction system, information associated with the transaction in a profile corresponding to the user if the computerized transaction is determined to be associated with the user; and

aggregating, by the computerized transaction system, the information associated with the transaction in the profile corresponding to the user according to a profile distinction associated with the third party if the computerized transaction is determined to be associated with the third party;

determining an offer tailored to either the user or to the third party based upon either the profile corresponding to the user or the profile distinction associated with the third party; and

presenting, by the computerized transaction system, the offer to the user;

wherein the offer comprises one or more of: a special offer, a promotion, a product recommendation, and a product suggestion;

wherein the offer, if tailored for the third party, is based upon the profile distinction corresponding to the third party and is not based upon the profile corresponding to the user; and

wherein the offer, if tailored to the user, is based upon the profile corresponding to the user and is not based upon the profile distinction associated with the third party.

Appln. No. 10/826,722

Amendment dated March 10, 2009

Reply to Office Action mailed December 11, 2008

2. (Cancelled)

3. (Original) The method according to claim 1, further comprising: determining if the profile distinction associated with the third party is already present in the profile;

establishing the profile distinction associated with the third party if the profile distinction is not already present in the profile, and

aggregating the information associated with the transaction in the profile distinction associated with the third party if the profile distinction is already present in the profile.

4. through 9. (Cancelled)

10. (Currently Amended) A method for generating, in a computerized transaction system maintaining a computerized database system, a profile distinction associated with a transaction between a user and a merchant, the method comprising:

initiating a computerized transaction with the user by the merchant for a subject using the computerized transaction system;

receiving, by the computerized transaction system, from the user an indication of whether the subject of the computerized transaction is intended for use by the user or by a third party;

distinguishing in the computerized database system between the subject of computerized transactions by the user that is intended for use by the user and the subject of computerized transactions by the user that is intended for use by the third party;

aggregating information associated with the transaction in a profile corresponding to the user if the subject of the computerized transaction is determined to be associated with the user and aggregating information associated with the transaction in the profile corresponding to the user according to a profile distinction associated with the third party if the

Appln. No. 10/826,722

Amendment dated March 10, 2009

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subject of the computerized transaction is determined to be associated with the third party:

determining an offer tailored to either the user or to the third party based upon either the profile corresponding to the user or the profile distinction associated with the third party; and

presenting, by the computerized transaction system, the offer to the user;

wherein the offer comprises one or more of: a special offer, a promotion, a product recommendation, and a product suggestion;

wherein the offer, if tailored for the third party, is based upon the profile distinction corresponding to the third party and is not based upon the profile corresponding to the user; and

wherein the offer, if tailored to the user, is not based upon the profile corresponding to the user and is not based upon the profile distinction associated with the third party.

11. (Previously presented) The method of claim 10 wherein the presenting the offer to the user is not based upon the information in the user profile regarding the subject of computerized transactions by the user that is intended for use by the third party.

12. (Previously presented) The method of claim 10 further comprising aggregating, in a user profile for the user in the computerized database system, information regarding the subject of computerized transactions by *the* user that is intended for use by the user; and

aggregating, in the user profile for the user in the computerized database system, information regarding the subject of computerized transactions by the user that is intended for use by the third party.

13. through 18. (Cancelled)

Appln. No. 10/826,722

Amendment dated March 10, 2009

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19. (New) The method of claim 1 wherein the determining of an offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.

20. (New) The method of claim 10 wherein the determining of an offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.

21. (New) A method for generating a profile distinction in a computerized transaction system, the profile distinction being associated with a transaction between a user and a merchant, the method comprising:

determining, by the computerized transaction system, if the computerized purchase transaction is associated with the user or if the computerized purchase transaction is associated with the user on behalf of a third party;

aggregating, by the computerized transaction system, information associated with the purchase transaction in a profile corresponding to the user if the computerized purchase transaction is determined to be associated with the user; and

aggregating, by the computerized transaction system, the information associated with the purchase transaction in the profile corresponding to the user according to a profile distinction associated with the third party if the computerized purchase transaction is determined to be associated with the third party;

determining an offer tailored to either the user or to the third party based upon either the profile corresponding to the user or the profile distinction associated with the third party,

wherein the offer, if tailored for the third party, is based upon the profile distinction corresponding to the third party and is not based upon the profile corresponding to the user; and

wherein the offer, if tailored to the user, is not based upon

Appln. No. 10/826,722

Amendment dated March 10, 2009

Reply to Office Action mailed December 11, 2008

the profile corresponding to the user and is not based upon the profile distinction associated with the third party; and presenting, by the computerized transaction system, the offer to the user;

wherein the offer comprises one or more of: a special offer, a promotion, a product recommendation, and a product suggestion.

22. (New) The method of claim 21 wherein the determining of an offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.